

THE CRITICAL LINK



CECOM

HQ & ORGANIZATION CO-BRANDING

GUIDELINES



U.S. ARMY COMMUNICATIONS-ELECTRONICS COMMAND
THE CRITICAL LINK

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The CECOM Brand



1.1 THE CECOM BRAND

The CECOM brand is not just a logo: it is the Command's identity. It represents the heart and soul of the mission that CECOM and all its organizations work toward every day. These guidelines represent a collection of visual assets that when used consistently and correctly across all communications channels creates an enduring, memorable message.



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1.2 BRAND POSITIONING

The CECOM brand positioning conveys the heart and soul of its mission in one concise statement:

CECOM is “The Critical Link”

As a U.S. Army Materiel Command (AMC) Major Subordinate Command (MSC), the CECOM brand aligns with the AMC brand positioning and is

DOMINANT

CECOM is a worldwide Command and has a presence in 59 locations in 23 states and 33 locations in seven countries, and is fueled by a dedicated, highly-skilled workforce of approximately 13,000 military, civilian and contractor employees. The joint expertise of our workforce enables CECOM to provide unparalleled support to our joint forces around the globe in supply chain management, logistics sustainment planning and execution, field support, information technology systems engineering and integration, foreign military assistance, interoperability certification, software sustainment, and depot level manufacturing, repair and overhaul.

POWERFUL

CECOM empowers joint, interagency, intergovernmental and multinational forces worldwide by providing full life-cycle support for Command, Control, Communications, Computers, Intelligence, Surveillance and Reconnaissance (C4ISR) systems and capabilities.

ENDURING

CECOM was established in 1981 to ensure the readiness of the critical communications-electronics systems and equipment that enable our joint forces to communicate and achieve mission success on the battlefield.



1.3 WHY STANDARDS ARE IMPORTANT

A brand is a name, term, sign, symbol, or design—or a combination of them—that communicates an intangible set of values or ideas that represent an organization's essence. An effective brand communicates a consistent, unified story which helps build internal and external recognition and trust, and is the key to creating a clear image of an organization.

These graphic standards provide local branding guidance that supports AMC's branding guidelines and outlines the application of AMC and CECOM's new branding strategy. It also presents the Command as a unified enterprise that performs services across a multitude of functional areas, rather than the sum of its organizational pieces.

Background

AMC recently adopted a new branding strategy for its Command worldwide. CECOM has been chosen to lead the

branding implementation effort and serve as the first organization to implement the branding changes at all CECOM echelons. CECOM leadership recognizes the need for the Command to create a solid brand image for itself that communicates CECOM's values, mission, services, and support to the U.S. Army and its alignment with its higher headquarters.

In order to build a powerful brand identity, it is essential that all CECOM organizations and external vendors refer to these guidelines whenever new communication materials are produced.

How to use this guide

This document is your guide to consistently and effectively portraying an AMC/CECOM/CECOM organization co-branded presentation. It is intended to provide you with information to present the brand in a variety of common situations.





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Mandatory use of CECOM branded materials and collateral products includes but is not limited to internal and external-facing documents, published products, general use products, fact sheets, CECOM briefing slides (at any level of command), business cards, marketing banners, tri-fold pamphlets, brochures, etc.

Whether destined for an internal or external audience, all products mentioned above must be branded or co-branded in accordance with CECOM HQ and Organization Co-Branding Guidelines. Often, products originally developed for an internal audience or destined for internal use find their way into an external communications domain or purpose, thereby

emphasizing the need to consistently brand and co-brand the CECOM brand story.

Successful brands and successful brand story evolution happen on purpose: through the methodical application of standardization and consistency in brand voice, image, application and monitoring.

Contact

While this document should answer the majority of brand usage questions, we recognize that there will be instances where these guidelines will not be sufficient. If you have additional questions, please contact:

CECOM Public Affairs and Communications Branch

443.861.6714/6715/6757

Our Logo



2.1 THE CECOM DUI

Soldiers wear a variety of decorations such as insignias, ribbons, medals, badges, patches, all of which serves as a great source of pride and accomplishment. Although a primarily civilian organization, CECOM displays the CECOM Distinctive Unit Insignia (DUI) proudly, respecting the military significance of a DUI in the Army. The CECOM DUI was approved in 1988. The black compass rose represents strategy, stability, worldwide scope, and CECOM's day and night capabilities. The gold sword represents military strength and preparedness. The blue electrical flashes encircling the compass rose represent CECOM's original mission of providing communications-electronics support. Lastly, the gold wreath, originally of oak and laurel, symbolizes strength, potential for excellence and high ideas. The CECOM motto, "Combat Power for Leaders," is displayed across the top of the insignia. The CECOM DUI should replace any version of the old logo in all future print and electronic products effective immediately.

Figures 2.1b-d show the approved versions of the CECOM DUI.



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Fig. 2.1a Old CECOM logos



Fig. 2.1b CECOM DUI/new logo



Fig. 2.1c Grayscale CECOM DUI



Fig. 2.1d Black & white CECOM DUI

2.2 CECOM DUI AND LOGOTYPE USAGE

Figures 2.2a-c demonstrate the recommended distance between the CECOM DUI and the Command Title. These examples represent the only ways that the title can be displayed together with CECOM DUI. Never display the Command title to the left of the DUI. The title typeface is Trajan Pro Bold.

The digital logo files can be downloaded from the CECOM Sharepoint site. You can also request these files from:

**CECOM Public Affairs and
Communications Branch**
443.861.6714/6715/6757



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**U.S. ARMY
COMMUNICATIONS-ELECTRONICS COMMAND**



U.S. ARMY COMMUNICATIONS-ELECTRONICS COMMAND

Fig. 2.2a A distance of 1/4 of the logo height between the CECOM DUI and the Command title when arranged to the right



**U.S. ARMY COMMUNICATIONS-
ELECTRONICS COMMAND**



**U.S. ARMY
COMMUNICATIONS-ELECTRONICS
COMMAND**

Fig. 2.2b A distance of 1/4 of the logo height between the CECOM DUI and the Command title when stacked and centered or left-justified below



**U.S. ARMY
COMMUNICATIONS-
ELECTRONICS
COMMAND**

Fig. 2.2c A distance of 1/4 of the logo height between the CECOM DUI and the Command title when stacked and arranged to the right

Figures 2.2d-f show the use of the CECOM DUI with the Command Title and CECOM tagline “THE CRITICAL LINK.”

If displayed, the tagline should be displayed as one unit. The tagline typeface is News Gothic Bold Oblique, all caps, with letterspacing set to 200%.

The digital logo files can be downloaded from the CECOM Sharepoint site. You can also request these files from:

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Fig. 2.2d A distance of 1/4 of the logo height between the CECOM DUI and the Command title when arranged to the right



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Fig. 2.2e A distance of 1/4 of the logo height between the CECOM DUI and the Command title when stacked and centered or left justified below



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Fig. 2.2f A distance of 1/4 of the logo height between the CECOM DUI and the Command title when stacked and arranged to the right

2.3 MINIMUM MARGINS FOR THE CECOM DUI AND COMMAND TITLE

When using the CECOM DUI on a page or website, always maintain a minimum margin of at least 1/4 of the logo height. **Figure 2.3a** shows the proper margin around the logo.

When the Command title is used with the logo, it is considered one element. Again, always maintain a minimum margin of 1/4 of the logo height around the entire element as displayed in **figures 2.3b-c**.



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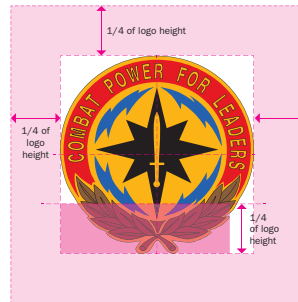


Fig. 2.3a The CECOM DUI with a margin of 1/4 of the logo height on all sides



Fig. 2.3b The CECOM DUI together with a Command title below the logo with a margin of 1/4 of the logo height on all sides

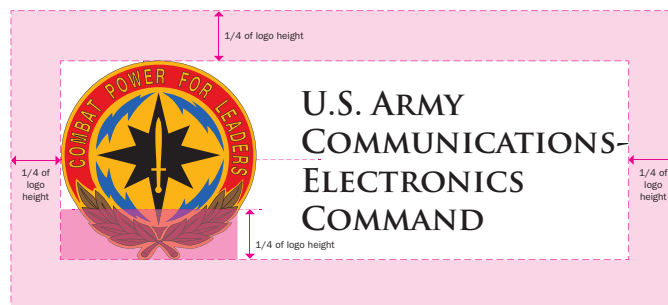


Fig. 2.3c The CECOM DUI together with a Command title to the right of the logo with a margin of 1/4 of the logo height on all sides

2.4 IMPROPER USAGE OF THE CECOM DUI

The CECOM DUI must always be reproduced consistently and accurately to maintain the integrity and strength of the brand. Any graphic treatment used in conjunction with the logo must not change or alter the logo in any way and only enhance its background as a graphic element.

Figure 2.4a demonstrates the use of shadow effects in this manner. This type of treatment to a CECOM logo should never appear alongside the AMC Shield. It should only appear alone as a graphic element.

Figures 2.4b-g demonstrate common mistakes in displaying the CECOM logo.



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Fig. 2.4a Accepted use of shadow.



Fig. 2.4b The CECOM DUI should never be stretched either vertically or horizontally.



Fig. 2.4c The CECOM DUI should never be transparent on dark backgrounds.



Fig. 2.4d Never rotate the CECOM DUI.



Fig. 2.4e Do not modify the approved type arrangement.

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Fig. 2.4f Do not modify the typefaces.

**U.S. ARMY
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COMMAND**

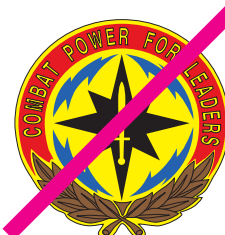


Fig. 2.4g Do not modify the CECOM DUI colors.

Co-Branding



3.1 THE CECOM ORGANIZATION INSIGNIAS

A CECOM organization should co-brand their externally facing documents and digital files (web, advertisement, collateral, etc) to accurately position themselves as a subordinate organization to CECOM, AMC and the U.S. Army. This relationship is important to accurately and consistently display by co-branding the elements in this fashion.

It is important to maintain a consistent arrangement of the CECOM DUI, AMC Shield and U.S. Army logo in conjunction with other elements. The CECOM organizations are under the umbrella of CECOM, AMC and the U.S. Army and are required to maintain the same general branding guidelines established for AMC and CECOM while appropriately incorporating the U.S. Army logo. **No directorate or other logos past the CECOM organization levels shown here may be used. No CECOM organization may change or alter their current logo before contacting the CECOM Public Affairs and Communication Media Branch for approval and change protocol guidance.**



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CTSF Insignia



LRC Insignia



SEC Insignia



TYAD Insignia



USAISEC Insignia

3.2 CECOM DUI, AMC SHIELD AND U.S. ARMY LOGO USAGE

The U.S. Army logo and AMC Shield in every externally facing CECOM document or publication. **Figure 3.2a** demonstrates the proper distance between the U.S. Army logo and the AMC Shield. The AMC Shield height should be 90% of the U.S. Army logo and maintain a distance of at least 40% of the width. For more information concerning usage of the U.S. Army logo and the AMC Shield, please refer to the Army Branding Guidelines document and the AMC Branding Guidelines document.

For CECOM HQ products, the U.S. Army and AMC logos should be placed together in the lower right corner of the page or the back of the document.

Figures 3.2b-c demonstrate the proper display of the U.S. Army logo, the AMC shield, and the CECOM DUI for CECOM HQ products.



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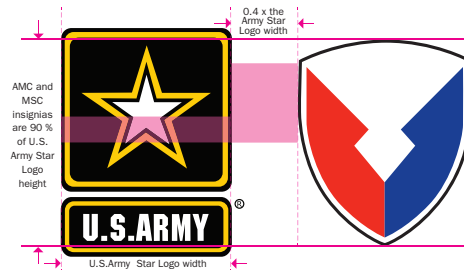


Fig. 3.2a A distance of 1/4 of the Shield height between the AMC Shield and the CECOM logo with a black rule centered between.

Fig. 3.2b CECOM HQ Fact Sheet

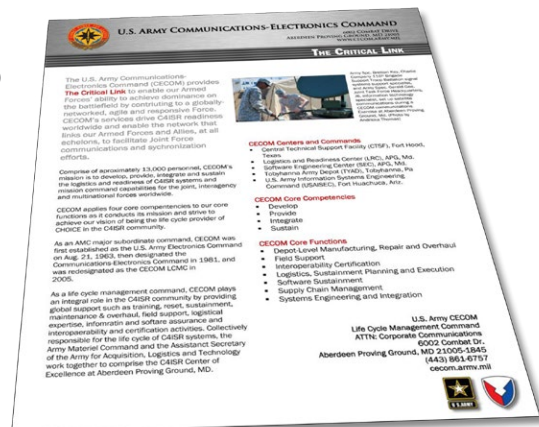
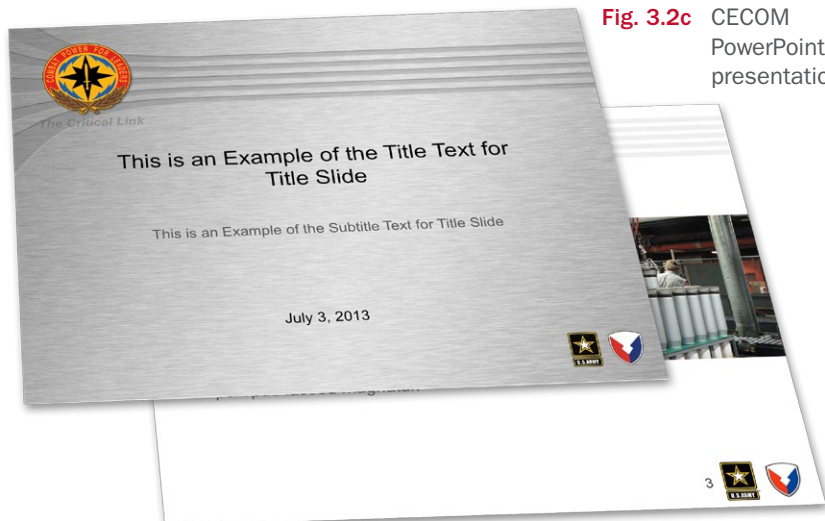


Fig. 3.2c CECOM PowerPoint presentation



The U.S. Army logo and AMC Shield should appear alongside the CECOM DUI in every externally facing document or publication of a CECOM organization. **Figure 3.2d** demonstrates the proper distance between the U.S. Army logo, AMC Shield, vertical separator and CECOM logo.

For CECOM organization products, the U.S. Army, AMC, and CECOM logos should be placed together in the lower right corner of the page or the back of the document.

Figures 3.2e-f demonstrate the proper display of the U.S. Army logo, the AMC shield, and the CECOM DUI with the CECOM organization insignias.

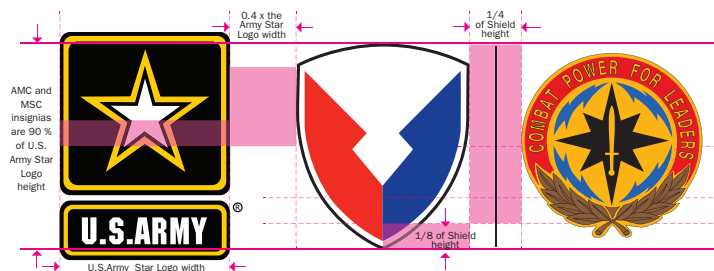


Fig. 3.2d A distance of 1/4 of the Shield height between the AMC Shield and the CECOM logo with a black rule centered between.

Fig. 3.2e SEC Fact Sheet

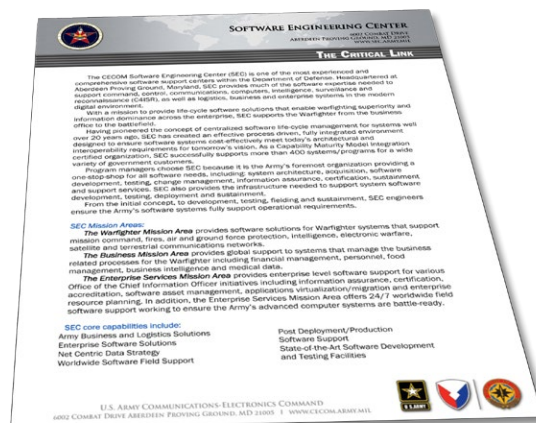
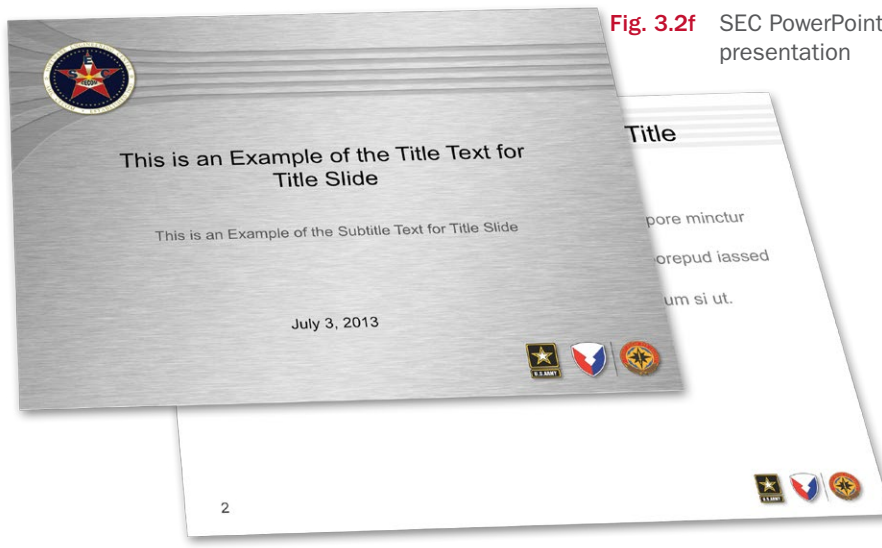


Fig. 3.2f SEC PowerPoint presentation



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CECOM Colors



4.1 CECOM COLORS

The CECOM DUI has three primary colors and two secondary colors, shown on this page.



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CECOM Primary Colors



CECOM Red

Pantone **Red 032C**

C	0	R	240
M	99	G	30
Y	93	B	41
K	0		

HEX **#E60522**



CECOM Blue

Pantone **Blue 2728C**

C	91	R	22
M	72	G	87
Y	0	B	181
K	0		

HEX **#1D4398**



CECOM Yellow

Pantone **Yellow 7549C**

C	0	R	255
M	33	G	180
Y	100	B	9
K	0		

HEX **#FAA514**

CECOM Secondary Colors



CECOM Black

Pantone **Black 6C**

C	74	R	3
M	67	G	2
Y	67	B	0
K	89		

HEX **#070707**



CECOM Brown

Pantone **Brown 168C**

C	34	R	124
M	76	G	63
Y	92	B	34
K	36		

HEX **#672F1A**

Typography



5.1 TYPE FONTS AND USE GUIDELINES

Consistent application of type will improve the recognition and recall of the CECOM brand.

Display or primary headlines should always be set in uppercase Trajan Pro Bold. Secondary headlines should be set in Franklin Gothic Bold and body text should be set in Franklin Gothic Book upper and lowercase.

Layouts should always be clean and evenly balanced, avoiding heavy blocks of text or busy and illegible combinations of text and imagery. To keep text consistently tight, kerning the Franklin Gothic body text should ideally be set at -10 and manually adjusted to achieve equal spacing between characters where necessary.

PLEASE NOTE:

For digital communications, e.g. Web site live text, e-mail newsletters and PowerPoint presentations, we recommend using Arial as the substitute body text font and Arial Black for titles and headlines.



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PRIMARY HEADS & TITLES - TRAJAN PRO BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

SECONDARY HEADS & SUBHEADS - FRANKLIN GOTHIC BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

BODY TEXT - FRANKLIN GOTHIC BOOK

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

ALTERNATE TEXT - ARIAL

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

5.2 LINE SPACING & LETTER SPACING

To ensure a consistent appearance of our typeface in all communications and marketing materials, it's important that we get the leading and tracking right and try to avoid extreme spacing.

For body copy, the leading should be ideally between 120% and 150% of the type size.

For headlines, the ideal leading is between 90% and 100% of the type size.



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AN EXAMPLE OF TOO TIGHT LEADING

THIS IS A
HEADLINE WHERE
THE LINE SPACING
(LEADING)
IS TOO TIGHT.

AN EXAMPLE OF TOO TIGHT LEADING

This is an example of body text set in Franklin Gothic Book where the line spacing (leading) is too tight. This is an example of body text set in Franklin Gothic Book where the line spacing (leading) is too tight. This is an example of body text set in Franklin Gothic Book where the line spacing (leading) is too tight. This is an example of body text set in Franklin Gothic Book where the line spacing (leading) is too

AN EXAMPLE OF TOO TIGHT TRACKING

This is an example of body text set in Franklin Gothic Book where the letter spacing (tracking) is too tight. This is an example of body text set in Franklin Gothic Book where the letter spacing (tracking) is too tight. This is an example of body text set in Franklin Gothic Book where the letter spacing (tracking) is too tight.

AN EXAMPLE OF TOO LOOSE TRACKING

This is an example of body text set in Franklin Gothic Book where the letter spacing (tracking) is too loose. This is an example of body text set in

Additional Graphic Elements

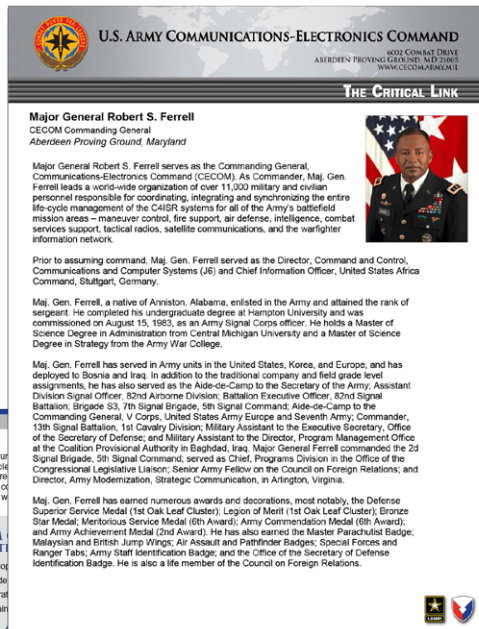


6.1 THE BRUSHED ALUMINUM BACKGROUND, MAP AND LOE BANDS

The AMC Brushed Aluminum background when used together with design elements such as the world map, LOE bands, AMC Shield, the CECOM DUI, and photos of our fighting forces are a critical part of the brand of AMC and all its MSCs, representing strength and determination.

The following are examples of printed material using the brushed aluminum background.

The templates and examples are provided for CECOM HQ and its organizations to use and adapt as necessary in order to maintain visual cohesion and unity.



As we conduct our being the life cycle we apply four core basis. CECOM's of sustain enables w

- CECOM COMPET**
- Develop
 - Provide
 - Integrate
 - Sustain

CECOM CORE FUNCTIONS

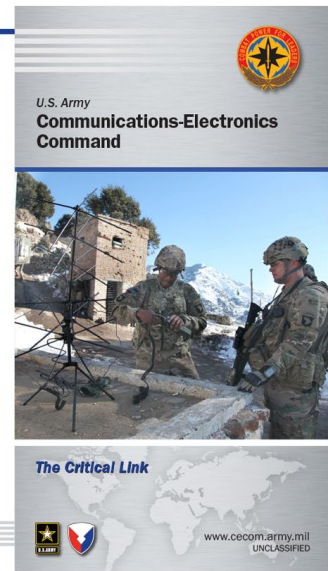
- Depot Level Manufacturing, Repair and Overhaul
- Field Support
- Interoperability Certification
- Logistics, Sustainment Planning and Execution
- Software Sustainment
- Supply Chain Management
- Systems Engineering and Integration

ASA/ALT TEAM MEMBERS

- Program Executive Office Command, Control, Communications – Tactical (PEO C2T)
- Program Executive Office for Intelligence, Electronic Warfare and Sensors (PEO IEWS)
- Program Executive Office for Enterprise Information Systems (PEO EIS)
- System of Systems Engineering and Integration Directorate (SoSE-I)

U.S. Army Communications-Electronics Command
6002 Combat Drive
Aberdeen Proving Ground, MD 21005
443.861.6508/6509 | DSN: 312.848.6508/6509

- www.cecocom.army.mil
- www.flickr.com/photos/cecocom
- www.facebook.com/CommunicationsElectronicsCommandCECOM



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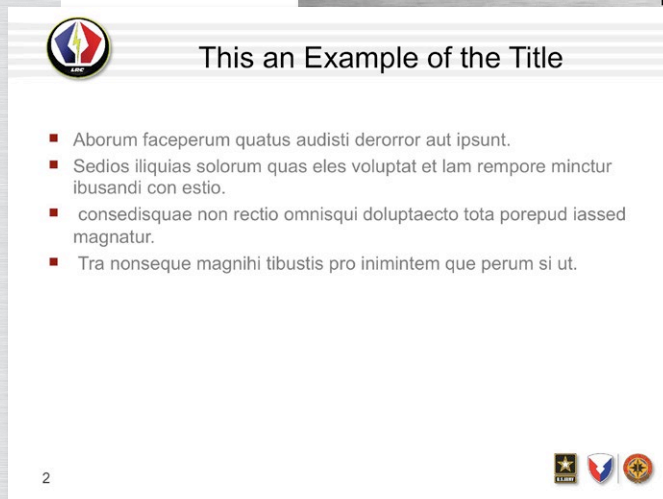
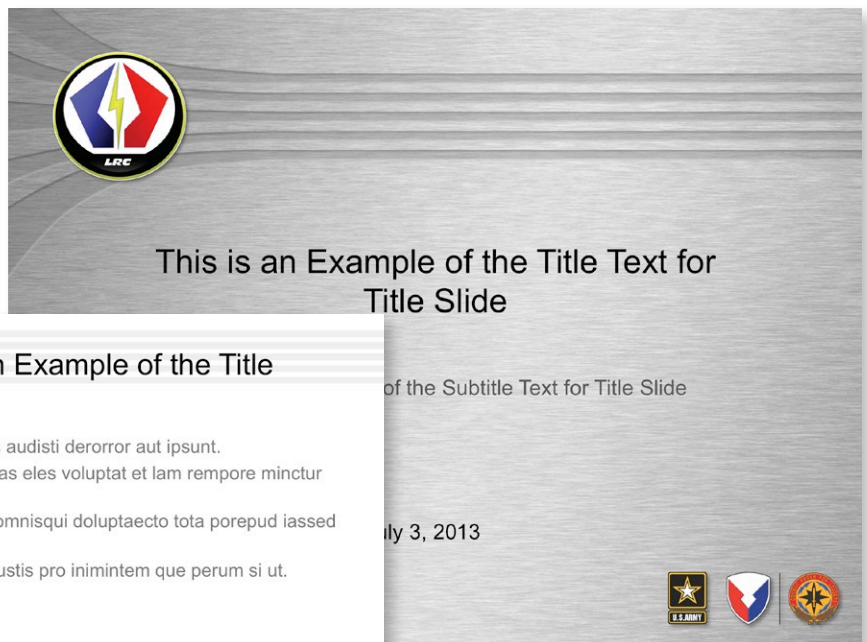
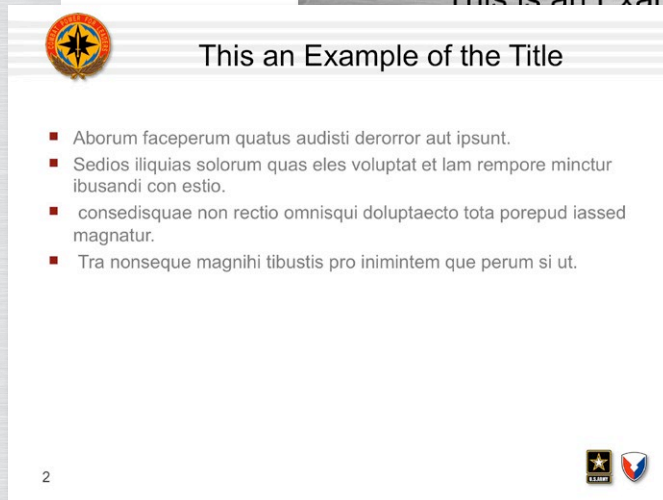
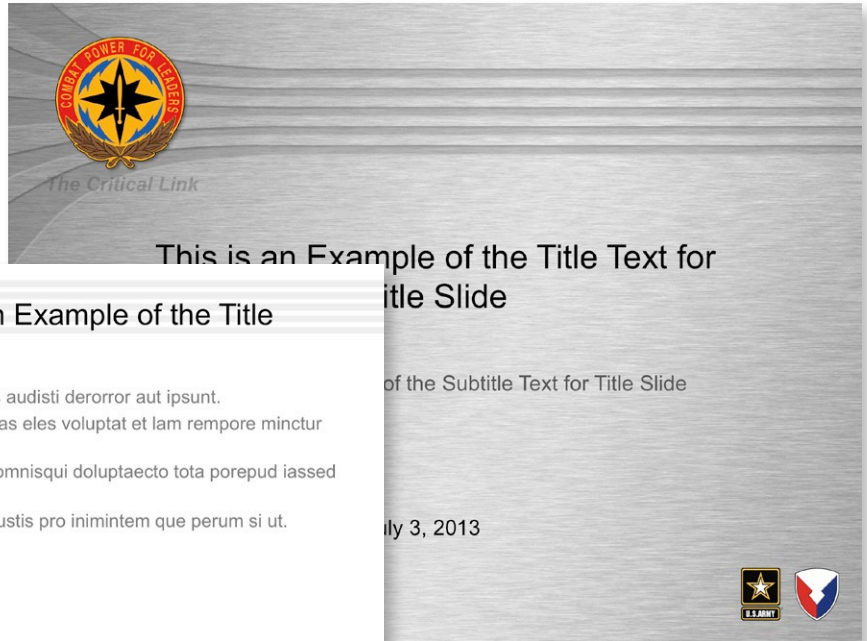
Approved Templates



7.1 POWERPOINT TEMPLATE

PowerPoint templates are available on the CECOM Sharepoint site:

[CECOM Branding Toolkit](#)



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[Click here to access the CECOM Branding Toolkit on Sharepoint.](#)

7.2 FACT SHEET TEMPLATE

This template is to be used for all externally released fact sheets. Fact sheet templates are available on the CECOM Sharepoint site:

[CECOM Branding Toolkit](#)




U.S. ARMY COMMUNICATIONS-ELECTRONICS COMMAND


6002 COMBAT DRIVE
ABERDEEN PROVING GROUND, MD 21005
WWW.CECOM.ARMY.MIL

THE CRITICAL LINK

The U.S. Army Communications-Electronics Command (CECOM) provides **The Critical Link** to enable our Armed Forces' ability to achieve dominance on the battlefield by contributing to a globally-networked, agile and responsive Force. CECOM's services drive C4ISR worldwide and enable the network links our Armed Forces and All echelons, to facilitate Joint Force communications and synchronization efforts.



Army Spc. Bretton Key, Charlie Company 110th Brigade Support Troop Battalion signal systems support specialist, and Army Spc. Gerald Gee, Joint Task Force Headquarters, J6, information technology specialist, set up satellite communications during a



SOFTWARE ENGINEERING CENTER

6002 COMBAT DRIVE
ABERDEEN PROVING GROUND, MD 21005
WWW.SEC.ARMY.MIL

THE CRITICAL LINK

The CECOM Software Engineering Center (SEC) is one of the most experienced and comprehensive software support centers within the Department of Defense. Headquartered at Aberdeen Proving Ground, Maryland, SEC provides much of the software expertise needed to support command, control, communications, computers, intelligence, surveillance and reconnaissance (C4ISR), as well as logistics, business and enterprise systems in the modern digital environment.

With a mission to provide life-cycle software solutions that enable warfighting superiority and information dominance across the enterprise, SEC supports the Warfighter from the business office to the battlefield.

Having pioneered the concept of centralized software life-cycle management for systems well over 20 years ago, SEC has created an effective process driven, fully integrated environment designed to ensure software systems cost-effectively meet today's architectural and interoperability requirements for tomorrow's vision. As a Capability Maturity Model Integration certified organization, SEC successfully supports more than 400 systems/programs for a wide variety of government customers.

Program managers choose SEC because it is the Army's foremost organization providing a one-stop-shop for all software needs, including: system architecture, acquisition, software development, testing, change management, information assurance, certification, sustainment and support services. SEC also provides the infrastructure needed to support system software development, testing, deployment and sustainment.

From the initial concept, to development, testing, fielding and sustainment, SEC engineers ensure the Army's software systems fully support operational requirements.

SEC Mission Areas:

The Warfighter Mission Area provides software solutions for Warfighter systems that support mission command, fires, air and ground force protection, intelligence, electronic warfare, satellite and terrestrial communications networks.




The Business Mission Area provides global support to systems that manage the business related processes for the Warfighter including financial management, personnel, food management, business intelligence and medical data.

The Enterprise Services Mission Area provides enterprise level software support for various Office of the Chief Information Officer initiatives including information assurance, certification, accreditation, software asset management, applications virtualization/migration and enterprise resource planning. In addition, the Enterprise Services Mission Area offers 24/7 worldwide field software support working to ensure the Army's advanced computer systems are battle-ready.

SEC core capabilities include:

Army Business and Logistics Solutions	Post Deployment/Production
Enterprise Software Solutions	Software Support
Net Centric Data Strategy	State-of-the-Art Software Development
Worldwide Software Field Support	and Testing Facilities

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[Click here to access the CECOM Branding Toolkit on Sharepoint.](#)

7.3 BUSINESS CARD TEMPLATES

Business Card templates are available on the CECOM Sharepoint site:

[CECOM Branding Toolkit](#)



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[Click here to access the CECOM Branding Toolkit on Sharepoint.](#)

7.4 BIOGRAPHY TEMPLATES

Biography templates are available on the CECOM Sharepoint site:

[CECOM Branding Toolkit](#)



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Major General Robert S. Ferrell
CECOM Commanding General
Aberdeen Proving Ground, Maryland



Major General Robert S. Ferrell serves as the Commanding General, Communications-Electronics Command (CECOM). As Commander, Maj. Gen. Ferrell leads a world-wide organization of over 11,000 military and civilian personnel responsible for coordinating, integrating and synchronizing the entire life-cycle management of the C4ISR systems for all of the Army's battlefield mission areas – maneuver control, fire support, air defense, intelligence, combat services support, tactical radios, satellite communications, and the warfighter information network.

Prior to assuming command, Maj. Gen. Ferrell served as the Director, Command and Control, Communications and Computer Systems (J6) and Chief Information Officer, United States Africa Command, Stuttgart, Germany.

Maj. Gen. Ferrell, a native of Anniston, Alabama, enlisted in the Army and attained the rank of sergeant. He completed his undergraduate degree at Hampton University and was commissioned on August 15, 1983, as an Army Signal Corps officer. He holds a Master of Science Degree in Administration from Central Michigan University and a Master of Science Degree in Strategy from the Army War College.

Maj. Gen. Ferrell has served in Army units in the United States, Korea, and Europe, and has deployed to Bosnia and Iraq. In addition to the traditional company and field grade level assignments, he has also served as the Aide-de-Camp to the Secretary of the Army; Assistant Division Signal Officer, 82nd Airborne Division; Battalion Executive Officer, 82nd Signal Battalion; Brigade S3, 7th Signal Brigade, 5th Signal Command; Aide-de-Camp to the Commanding General, V Corps, United States Army Europe and Seventh Army; Commander, 13th Signal Battalion, 1st Cavalry Division; Military Assistant to the Executive Secretary, Office of the Secretary of Defense; and Military Assistant to the Director, Program Management Office at the Coalition Provisional Authority in Baghdad, Iraq. Major General Ferrell commanded the 2d Signal Brigade, 5th Signal Command; served as Chief, Programs Division in the Office of the Secretary of Defense; and as a member of the Joint Chiefs of Staff, Council on Foreign Relations; and on, Virginia.

most notably, the Defense Meritorious Achievement Medal (6th Award); Bronze Star Medal (6th Award); Master Parachutist Badge; Special Forces and the Secretary of Defense Council on Foreign Relations.



U.S. ARMY COMMUNICATIONS-ELECTRONICS COMMAND
SOFTWARE ENGINEERING CENTER
6002 COMBAT DRIVE
ABERDEEN PROVING GROUND, MD 21005
WWW.CECOM.ARMY.MIL

THE CRITICAL LINK

Gary M. Lichvar
Acting Director, Software Engineering Center
Aberdeen Proving Ground, Maryland



Gary M. Lichvar was appointed Acting Director of the US Army CECOM Software Engineering Center in February 2012, leading SEC's efforts providing state of the art software engineering products and services throughout the Army and the Department of Defense (DOD). These products and services include more than 435 systems/programs that enable warfighting superiority and information dominance across the enterprise. He oversees SEC's seven lines of operation, insuring effective integrated mission accomplishment by a global organization of over 5,000 military, civilian and industry employees in ten major locations, and an annual budget in excess of \$1.3 billion.

Mr. Lichvar previously served as Director of the SEC's Business Mission Area since August 2008, leading over 1500 government and contractor personnel responsible for integrating lifecycle engineering, management and support across all CECOM business and logistics systems. The Business Mission Area also provided enterprise wide products and services to enhance both institutional Army and Joint/DOD information technology management. Prior to that appointment he served for three years as the Director of the Software Engineering Center – Lee (SEC-Lee), leading a highly skilled and diverse workforce of Army Acquisition Logistics and Technology Workforce Department of the Army (DA) civilians and private industry partners. Prior to that Mr. Lichvar served for more than six years as the Deputy Commander and Chief Operations Officer at SEC-Lee. SEC-Lee has more than 40 years experience developing and sustaining key and critical Combat Service Support software applications for Army and other Department of Defense (DOD) acquisition programs.

In January 1995, he became SEC-Lee's Director for Software Development. As director, he was responsible for planning, directing and coordinating a workforce of 300-400 personnel associated with the design, development and implementation of large scale, multi-command information systems operating throughout the DA and other DOD agencies. Previous assignments included Deputy Director for the Automated Support Systems Directorate, division chief, team chief and quality advisory board chairman. He joined the organization in 1981 as a Computer Programmer Analyst and personally developed numerous software modules in support of the Standard Army Management Information Systems (STAMIS).

In 1991 he deployed to Southwest Asia in support of Operation Desert Storm as the Project Manager for the DA Movements Management System – Southwest Asia project. He directed the efforts of 27 government and contractor personnel from 8 different organizations, culminating in the complete design, development and deployment of the Cargo Manifesting System (CMS) and Microcircuitry Technology for Logistics Applications to the SWA Theater of Operations. He was selected to spearhead the XVIII Airborne Corps "Go-to-War" communications solution, involving 12 STAMIS and numerous government and contractor personnel. These efforts proved to be the forerunner for the current Army In-Transit Visibility program and the Combat Service Support Automated Information Systems interface program.

Mr. Lichvar has received numerous awards for his achievements, to include the Superior Civilian Service Award, the Army Achievement Medal, the Southwest Asia Service Medal and the Fort Lee EEO Supervisor of the Year.

Mr. Lichvar is a graduate of the Federal Executive Institute, a member of the U.S. Army Acquisition Corps, a Level III Certified Acquisition Professional in Project Management and holds a Bachelor of Science degree (Magna cum Laude) in Information Systems Management and an Associate in Applied Science Degree in Computer Programming.

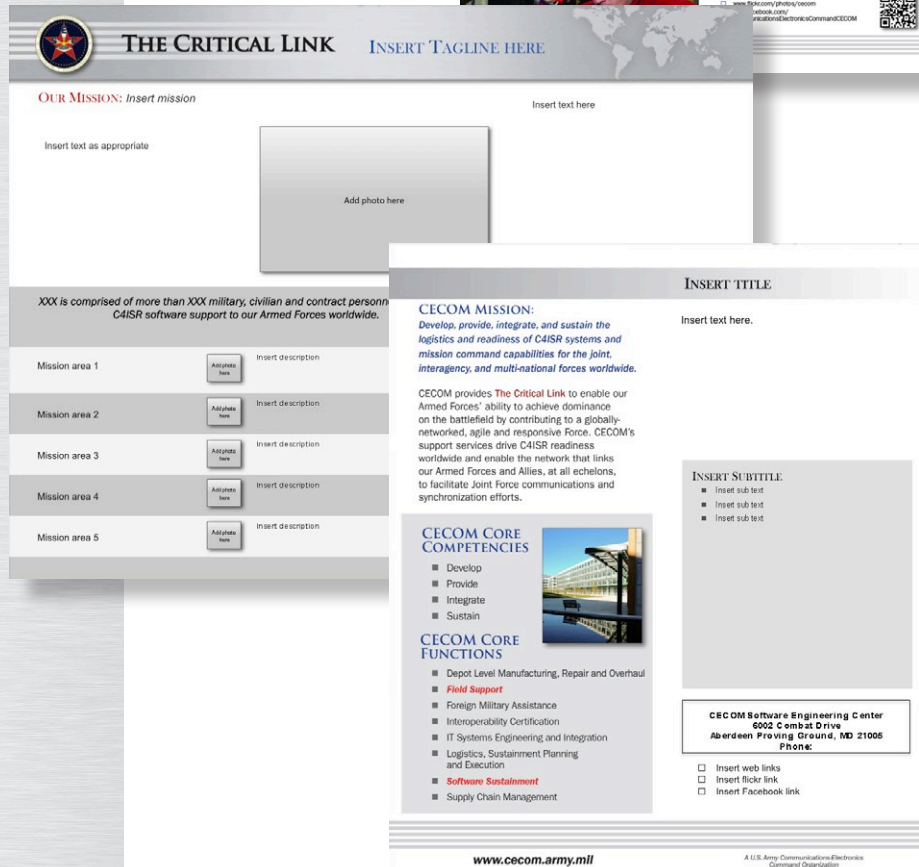
[Click here to access the CECOM Branding Toolkit on Sharepoint.](#)

7.5 TRIFOLD BROCHURE TEMPLATE



A trifold brochure template for each CECOM organization is available on the CECOM Sharepoint site. You can add your logo in the designated spot and replace the “greek” copy with your own copy:

CECOM Branding Toolkit



CECOM HQ and
Organization Co-Branding
Guidelines

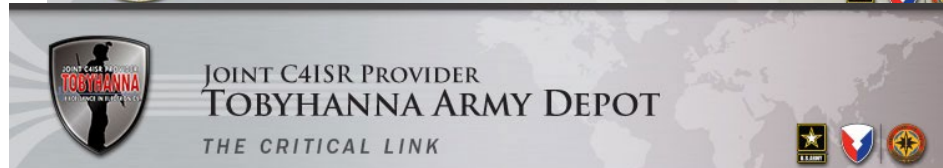
June 2013

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7.6 CECOM ON THE WEB

CECOM and organization Web site banner templates are available on the CECOM Sharepoint site:

[**CECOM Branding Toolkit**](#)



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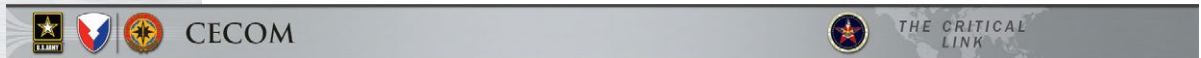
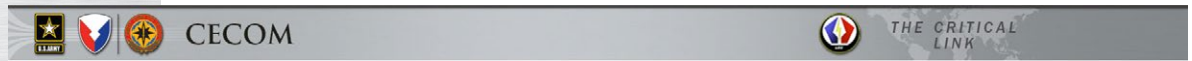
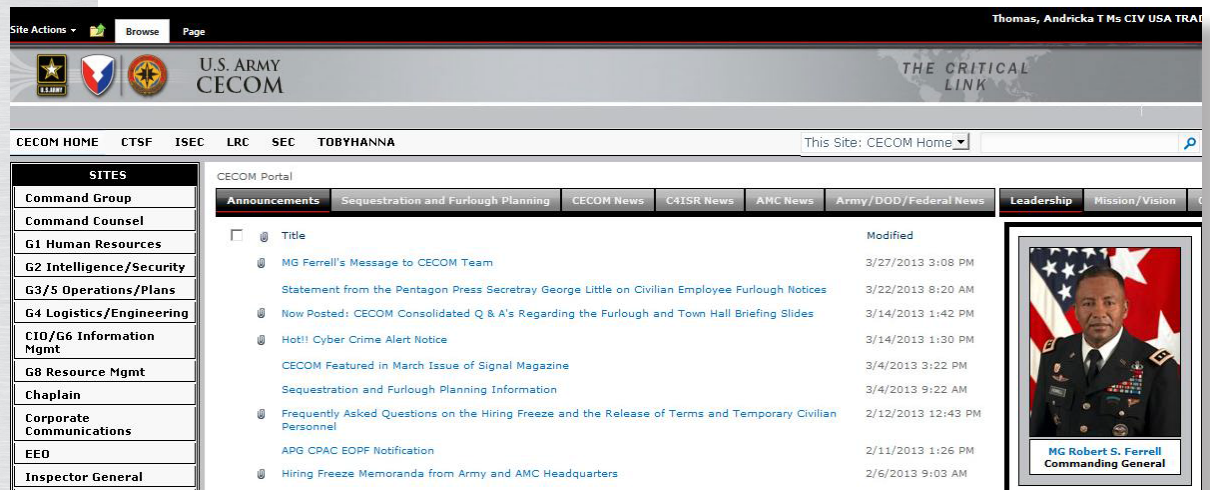
June 2013

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7.7 CECOM ON SHAREPOINT

CECOM and organization Sharepoint banner templates are available on the CECOM Sharepoint site:

[CECOM Branding Toolkit](#)



CECOM HQ and
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Guidelines

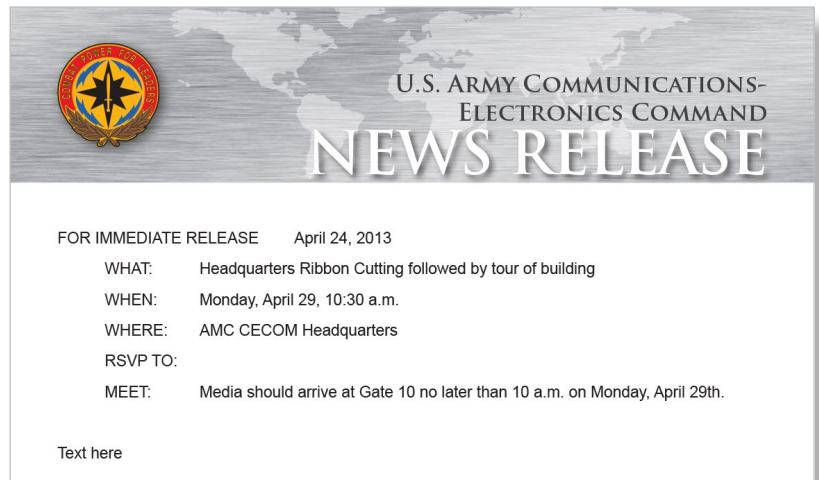
June 2013


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7.8 PRESS RELEASE TEMPLATE

CECOM and organization
Press Release templates
are available on the
CECOM Sharepoint site:

[**CECOM Branding Toolkit**](#)



 U.S. ARMY COMMUNICATIONS-
ELECTRONICS COMMAND
NEWS RELEASE

FOR IMMEDIATE RELEASE April 24, 2013

WHAT: Headquarters Ribbon Cutting followed by tour of building

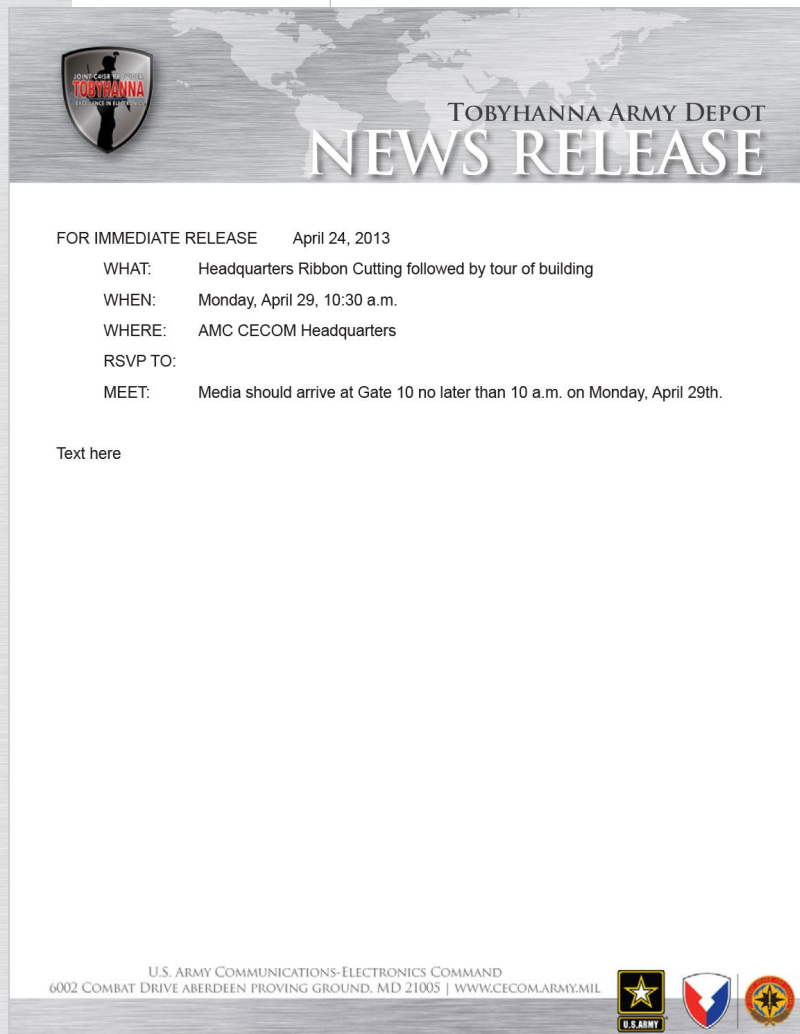
WHEN: Monday, April 29, 10:30 a.m.


WHERE: AMC CECOM Headquarters

RSVP TO:

MEET: Media should arrive at Gate 10 no later than 10 a.m. on Monday, April 29th.

Text here



 TOBYHANNA ARMY DEPOT
NEWS RELEASE

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**CECOM HQ and
Organization Co-Branding
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7.9 BRIEF COVER TEMPLATE

CECOM and organization Brief Cover templates are available on the CECOM Sharepoint site. To be used for **all types** of reports:

[**CECOM Branding Toolkit**](#)



CECOM HQ and
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[**Click here to access the CECOM Branding Toolkit on Sharepoint.**](#)

7.10 POSTERS AND BANNER STANDS

Display graphics such as large format posters, exhibit graphic panels and banner stands are designed for maximum visual impact rather than conveying large amounts of information. As such, the important elements of these designs are one dominant image that is relevant to CECOM and its organizations message, a short, concise headline, the branding elements (organization name, logos, tagline, and color scheme), and a short block of body copy.

Poster templates are available on the CECOM Sharepoint site:

[CECOM Branding Toolkit](#)



CECOM HQ and
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Narrative References



8.1 NARRATIVE REFERENCES

When information about a CECOM organization appears in writing or is spoken, organizations should describe and define themselves as part of the Army/AMC/CECOM Family. This simple addition can be applied to speeches, websites, brochures, official letters and many other communication and command information products.

By consistently communicating the Army/AMC/CECOM relationship across all message platforms, it will become more familiar to stakeholders, and the identities of both CECOM and its organizations will be strengthened.

CECOM HQ References

On first reference, establish CECOM as a subordinate of the U.S. Army Materiel Command (AMC). In subsequent references, CECOM should be used alone.

CECOM Organization References

On first reference, always place 'U.S. Army CECOM' before the Software Engineering Center (SEC) and Logistics and Readiness Center (LRC) titles. In subsequent references, always place 'CECOM' before SEC and LRC (i.e. CECOM SEC, CECOM LRC).

Do not use the full or abbreviated title when referencing the Tobyhanna Army Depot (TYAD) or U.S. Army Information Systems Engineering Command (USAISEC).



CECOM HQ and Organization Co-Branding Guidelines

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